

ABSTRACT OF THE DISCLOSURE

A mobile merchandising unit for storing and displaying
5 merchandise particularly in a retail store. The mobile
merchandising unit includes a cart assembly including a cabinet
being mounted upon a wheel assembly and having bottom, side, top,
and back walls, and also having a tray section being disposed upon
the cabinet; and also includes a chute assembly being mounted upon
10 the cart assembly and including a plurality of chutes being disposed
side by side and being adapted to receive merchandise.